References

Abernathy, Avery, and George R. Franke, "The Information Content of Advertising: A Meta-Analysis," *Journal of Advertising*, 20, No. 2, (Summer 1996), pp. 1-17.

American Heart Association, Obesity in Heart Disease, AHA Medical/Scientific Statement, (http://www.americanheart.org/Scientific/statements/1997/119701.html).

American Heart Association, "Obesity Joins American Heart Association List of Major Risk Factors for Heart Attacks," press release, (http://www.americanheart.org), June, 1998.

Avery, Rosemary J., "Determinants of Search for Nondurable Goods: An Empirical Assessment of the Economics of Information Theory," *The Journal of Consumer Affairs*, 39, (1996), pp. 390-420.

Becker, Gary, "A Theory of the Allocation of Time," *The Economic Journal*, 75,(1965), pp. 494-517.

Bender, Mary M. and Brenda M. Derby, "Prevalence of Reading Nutrition and Ingredient Information on Food Labels Among Adult Americans: 1982-1988," *Journal of Nutrition Education*, 24, No. 6, (November 1992), pp. 292-297.

Blaylock, J., and D. Smallwood, *U.S. Demand for Food: Household Expenditures, Demographics, and Projections*. U.S. Dept. Agr., Econ. Res. Serv., TB-1713, 1986.

Blisard, Noel, and James Blaylock, *U.S. Demand for Food: Household Expenditures, Demographics, and Projections for 1990-2010*. U.S. Dept. of Agr., Econ. Res. Serv., TB-1818, 1993.

Blisard, Noel, James Blaylock, and David Smallwood, *Dietary Fiber: Effects of Socioeconomic Characteristics and Knowledge*. U.S. Dept. Agr., Econ. Res. Serv., TB-1840, 1994.

Bowman, S. A., M. Lino, S. A. Garrior, P. P. Basiotis, *The Healthy Eating Index: 1994-96.* U.S. Dept. of Agr., Center for Nutrition Policy and Promotion, CNPP-5.

Brody, Jane. "Gaining Weight on Sugar-Free, Fat-Free Drinks," *New York Times* (www.nytimes.com), June 16, 1998.

Brown, Deborah J., and Lee F. Schrader, "Cholesterol Information and Shell Egg Consumption," *American Journal of Agricultural Economics*, 72, (1990), pp. 548-555.

Caswell, Julie, "Current Information Levels on Food Labels," *American Journal of Agricultural Economics*, 74, (1992), pp.1196-1201.

Caswell, Julie A. and Eliza M. Mojduszka, "Using Informational Labeling to Influence the Market for Quality in Food Products," *American Journal of Agricultural Economics*, 78, (1996), pp. 1248-1253.

Caswell, Julie A., and Daniel I. Padberg, "Toward a More Comprehensive Theory of Food Labels," *American Journal of Agricultural Economics*, 74, (1992), pp. 460-468.

Chern, Wen S., Edna T. Loehman, and Steven T. Yen, "Information, Health Risk Beliefs, and the Demand for Fats and Oils," *Review of Economics and Statistics*, 77, (1995), pp. 555-564.

Contento, Isobel, George I. Balch, Yvonne L. Bronner, Leslie A. Lytle, Susan K. Maloney, Christine M. Olson, Susan Swadener, and Sara L. White, "The Effectiveness of Nutrition Education and Implications for Nutrition Education Policy, Programs, and Research: A Review of Research," *Journal of Nutrition Education*, 27, (1995) pp. 277-422.

Cutler, David M. And Elizabeth Richardson, "Measuring the Health of the U.S. Population," Brookings Papers: Microeconomics 1997, Brookings Institution, Washington, DC pp. 217-271.

Darby, Michael R., and Edi Karni, "Free Competition and the Optimal Amount of Fraud," *Journal of Law and Economics*, 16, (1973), pp.67-88.

Elitzak, Howard, *Food Cost Review*, 1996. U.S. Dept. Agr., Econ. Res. Serv., AER-761, 1997.

Frazao, Elizabeth, *Consumer Concerns About Nutrition: Opportunities for the Food Sector*. U.S. Dept. Agr., Econ. Res. Serv., AIB-705, 1994.

Grossman, S.J., "The Informational Rule of Warranties and Private Disclosures About Product Quality," *Journal of Law and Economics*, 21, (1981) pp. 461-483.

Ippolito, Pauline M., and Alan D. Mathios, "The Regulation of Science-Based Claims in Advertising," *Journal of Consumer Policy*, 13, (1990) pp. 413-445.

Ippolito, Pauline M., and Alan D. Mathios, "Information and Advertising: The Case of Fat Consumption in the United States." *American Economic Review*, 85, (1995) pp. 91-95.

Lancaster, Kelvin J., "A New Approach to Consumer Theory." *Journal of Political Economy*, 74 (1966) pp. 132-156.

Levy, Alan S., Sara B. Fein, and Marilyn Stephenson, "Nutrition Knowledge Levels about Dietary Fats and Cholesterol: 1983-1988." *Journal of Nutrition Education*, 25, (1993) pp. 60-66.

Lin, Bing-Hwan, Joanne Guthrie, and James R. Blaylock, *The Diets of America's Children: Influences of Dining Out, Household Characteristics, and Nutrition Knowledge*. U.S. Dept. Agr., Econ. Res. Serv., AER-746, 1996.

Lin, Bing-Hwan, Elizabeth Frazao, and Joanne Guthrie. *Away-From-Home Foods Increasingly Important to Quality of American Diet.* U.S. Dept. Agr., Econ. Res. Serv., AIB-749, 1999.

Moorman, Christine. "A Quasi Experiment to Assess the Consumer and Informational Determinants of Nutrition Information Processing Activities: The Case of the Nutrition Labeling and Education Act." *Journal of Public Policy and Marketing*, 15, No. 1 (Spring 1996) pp. 28-44.

Mueller, William, "Who Reads the Label?" *American Demographics*, January, 1991, pp. 36-41.

Nelson, Phillip, "Advertising as Information." *Journal of Political Economy*, 82 (1974) 729-754.

Petrucelli, Paul J., "Consumer and Marketing Implications of Information Provision: The Case of the Nutrition Labeling and Education Act of 1990." *Journal of Public Policy and Marketing*, 15, No. 1, (Spring, 1996) pp. 150-53.

Putnam, Judy, and Shirley Gerrior, "Americans Consuming More Grains and Vegetables, Less Saturated Fat." *Food Review*, U.S. Dept. Agr., Econ. Res. Serv., September-December, 1997, pp. 2-12.

Ratchford, Brian T., "The New Economic Theory of Consumer Behavior: An Interpretive Essay." *Journal of Consumer Research*, 2, (1975) pp. 65-75.

Resnik, Alan and Bruce L. Stern, "An Analysis of Information Content in Television Advertising." *Journal of Marketing*, 41, (1977) pp. 50-53.

Rosen, Sherwin, "Hedonic Prices and Implicit Markets: Product Differentiation in Pure Competition." *Journal of Political Economy*, 74 (1974) pp. 34-55.

Scholten, Marc, "Lost and Found: The Information-Processing Model of Advertising Effectiveness." *Journal of Business Research*, 37, (1996) pp. 97-104.

Starek, Roscoe B., "A Brief Review of the FTC's Environmental and Food Advertising Enforcement Programs." Prepared remarks delivered before the Intellectual Property Law Committee, Chicago Bar Association, Young Lawyers Section, October 13, 1995. (http://www.ftc.gov/speeches; May 11, 1998).

Stigler, George J., "The Economics of Information." *Journal of Political Economy*, 69, (1961) pp. 213-225.

Thomas, Paul R. (ed.), *Improving America's Diet and Health: From Recommendations to Action*. National Academy Press, Washington, DC, 1991.

U.S. Dept. Agr., Center for Nutrition Policy and Promotion, *A Catalog of National Nutrition Education Promotion Projects*. CNPP-3, 1998.

Variyam, Jayachandran N., James Blaylock, David Smallwood, and Peter Basiotis, *USDA'S Healthy Eating Index and Nutrition Information*. U.S. Dept. Agr., Econ. Res. Serv., and Center for Nutrition Policy and Promotion, TB-1866, 1998.

Variyam, Jaychandran N., James Blaylock, and David Smallwood, *Diet-Health Information and Nutrition: The Intake of Dietary Fats and Cholesterol.* U.S. Dept. Agr., Econ. Res. Serv., TB-1855, 1997.

Variyam, Jaychandran N., James Blaylock, and David Smallwood, *Modeling Nutrient Intake: The Role of Dietary Information*. U.S. Dept. Agr., Econ. Res. Serv., TB-1842, 1995.

Wang, Guijing, Stanley M. Fletcher, and Dals H. Carley, "Consumer Utilization of Food Labeling as a Source of Nutrition Information." *The Journal of Consumer Affairs*, 29, (1995) pp. 368-380.